



**KCRA**  
**3 Television Circle**  
**Sacramento, CA 95814**  
**Main: (916)446-3333**  
**Billing: (916)325-3266**

www.kcra.com

Billing Address:

**Davis & Company**  
**Attention: Accounts Payable**  
**1220 19th St NW**  
**Suite 210**  
**Washington, DC 20036**

Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
938671-1	08/19/12	August 2012	07/30/12 - 08/17/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
California For Population S	CA POPULATION STABIL	

Flight Dates	Order #	Alt Order #
08/13/12 - 08/19/12	938671	07894211

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
865	CFPO	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	08/13/12	08/17/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	5	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWTF-- 5 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 08/13/12 KCRA-TV News at Noon 11:58am-1:00pm :00 <del>\$650.00</del> NM Credited rev per v. 5, 1x credit lines 2 + 3. mg new lines 4+5									
1 KCRA Tu 08/14/12 12:14 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
4 KCRA W 08/15/12 12:54 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
3 KCRA Th 08/16/12 12:54 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
5 KCRA F 08/17/12 12:29 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
3	08/13/12	08/17/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	5	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWTF-- 5 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 08/13/12 KCRA-TV News at Noon 11:58am-1:00pm :00 <del>\$650.00</del> NM Credited rev per v. 5, 1x credit lines 2 + 3. mg new lines 4+5									
1 KCRA Tu 08/14/12 12:28 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
3 KCRA W 08/15/12 12:38 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
4 KCRA Th 08/16/12 12:22 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
5 KCRA F 08/17/12 12:44 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
4	08/16/12	08/16/12	KCRA-TV News at Noon	11:58am-1:00pm	---T---	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 ---T--- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 08/16/12 12:38 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									
5	08/17/12	08/17/12	KCRA-TV News at Noon	11:58am-1:00pm	----F--	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 ----F-- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 08/17/12 12:14 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CPOP50801AH \$650.00 NM									



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<u>Total Spots</u>							<b>10</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$6,500.00</b>
<u>Agency Commission</u>	<b>\$975.00</b>
<u>Net Amount Due</u>	<b>\$5,525.00</b>